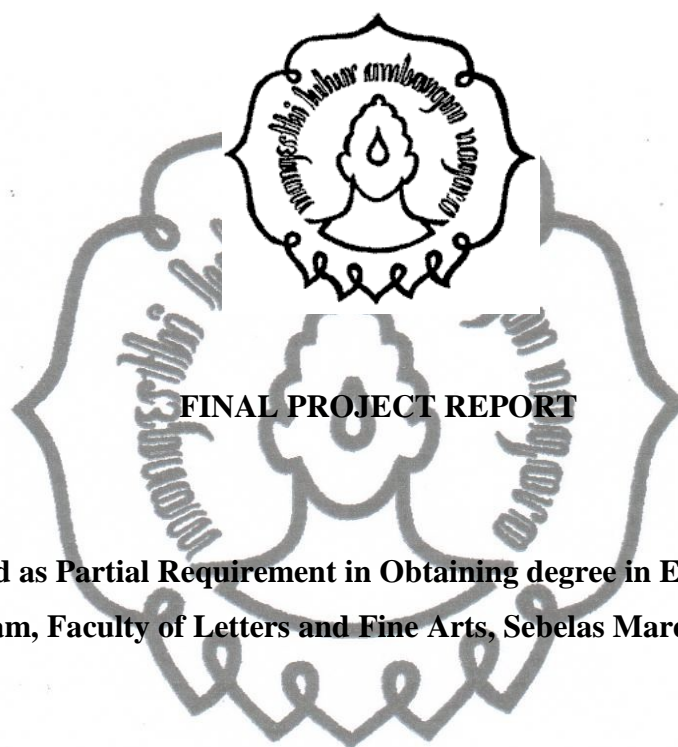


THE STRENGTHS OF PROMOTION STRATEGIES IN PUBLIC RELATIONS OF SOLO PARAGON LIFESTYLE MALL IN HANDLING KARTINI EVENT



FINAL PROJECT REPORT

**Submitted as Partial Requirement in Obtaining degree in English Diploma
Program, Faculty of Letters and Fine Arts, Sebelas Maret University**

By:

Elisabeth Clarissa Alvita Murti

C9310023

**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
2013**

commit to user

APPROVAL OF CONSULTANT

Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

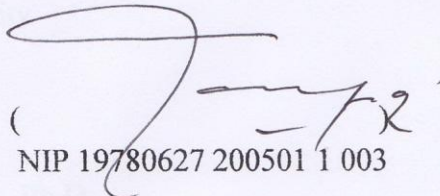
Final Project Report

THE STRENGTHS OF PROMOTION STRATEGIES IN PUBLIC RELATIONS OF SOLO PARAGON LIFESTYLE MALL IN HANDLING KARTINI EVENT

Name : Elisabeth Clarissa Alvita Murti

NIM : C9310023

M. Taufiq Al Makmun, S.S, M.A
Supervisor


NIP 19780627 200501 1 003

APPROVAL OF THE BOARD OF EXAMINERS

Accepted and Approved by the Board Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

Title : **THE STRENGTHS OF PROMOTION STRATEGIES
IN PUBLIC RELATIONS OF SOLO PARAGON
LIFESTYLE MALL IN HANDLING KARTINI
EVENT**

Name : Elisabeth Clarissa Alvita Murti

NIM : C9310023

Examination Date : July, 18th, 2013

The Board of Examiners:

1. Drs. Mugijatna, M.Si., Ph.D
Chairperson
(.....)
NIP 19510201 198601 1 001
2. Karunia Purna Kusciati, S.S., M.Si
Secretary
(.....)
NIP 19821124 200912 2 002
3. M. Taufiq Al Makmun, S.S., M.A
Examiner
(.....)
NIP 19780627 200501 1 003

Faculty of Letters and Fine Arts,
Sebelas Maret University

Dean

Drs. Riyadi Santosa, M.Ed., Ph.D

NIP. 19600328 198601 1 001

MOTTO

If you cannot work with love but only with distaste, it is better that you should
leave your work.

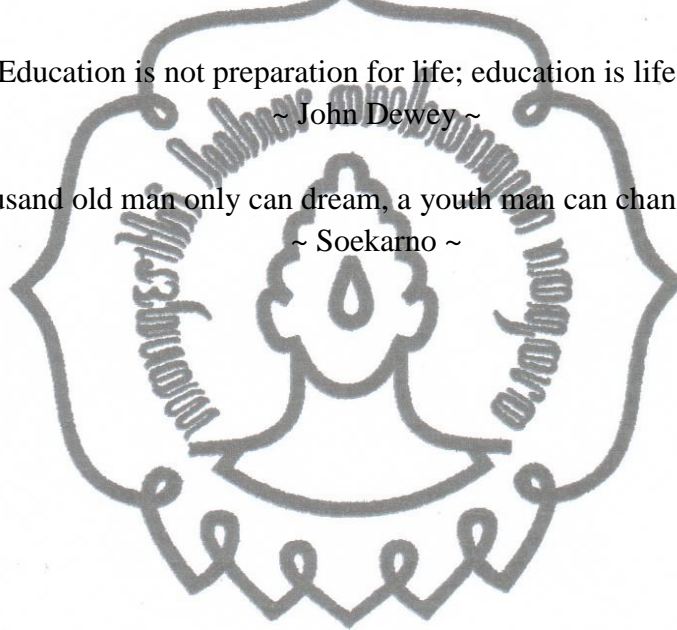
~ Khalil Gibran ~

Education is not preparation for life; education is life itself.

~ John Dewey ~

A thousand old man only can dream, a youth man can change the world

~ Soekarno ~



DEDICATION



This final project is dedicated to:

1. Jesus Christ and Mother Mary
2. My supermom and superdad
3. My beloved sisters “C bersaudara”
4. All of my friends
5. Public Relations and management of
Solo Paragon Lifestyle Mall
6. My beloved Dog, Zoro

PREFACE

The writer would like to be thankful to God for giving ability in making this final project report. The writer also thanks to all people who have given support and motivation.

This report is written to fulfill the requirements in obtaining the degree of English Diploma III program in Sebelas Maret University. The writer did the job training in Public Relations of Solo Paragon Lifestyle Mall.

The goal of this final project report is to explain activities and promotion strategies in handling events as Public Relations of Solo Paragon Lifestyle Mall and also to know the strenghts of promotion strategies.

The writer realizes that the final project report is far away from perfect. At least, the writer also hope that the final project report will be beneficial for the readers especially for those who are interested in Public Relations.

Surakarta, July 2013

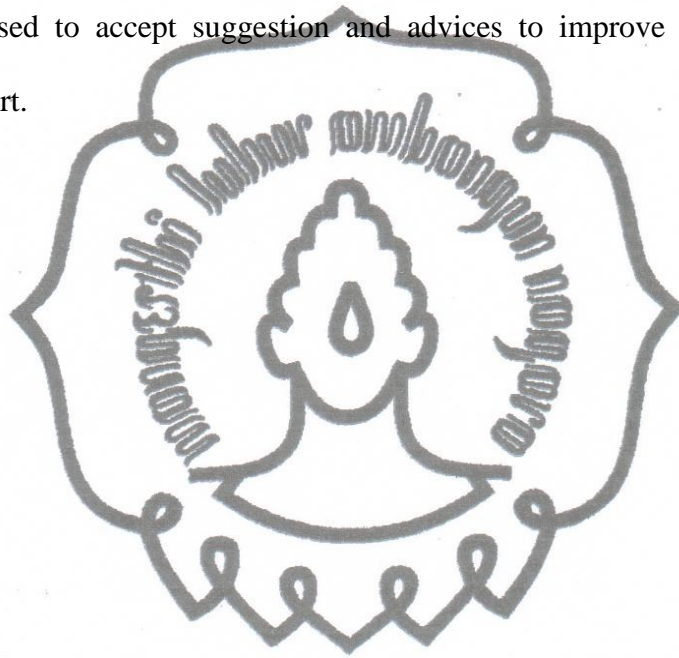
Elisabeth Clarissa Alvita Murti

ACKNOWLEDGEMENT

The writer can finish the final project report because of God's blessing. This final project report would not have been possible without the support of many people, therefore the writer would like to express my gratitude to:

1. Mr. Drs. Riyadi Santosa, M.Ed, Ph.D., the Dean of Faculty of Letters and Fine Arts, Sebelas Maret University.
2. Mr. Yusuf Kurniawan, S.S., M.A. as the head of English Diploma Program.
3. Mr. M. Taufiq Al Makmun, S.S., M.A. as my supervisor
4. All lectures of English Diploma Program who has educated me.
5. Management of Solo Paragon Lifestyle Mall that cannot be mentioned one by one who had given a lot of educations and job experiences to the experiences.
6. My beloved parents who have taught the writer about the meaning of life.
7. My beloved sisters who have supported the writer.
8. My friends who fighting in a final project team, Desi Setya Rini and Aster Pasha.

9. My friends of Public Relations Mainstream in English Diploma III program in Sebelas Maret University. Keep rock and roll meeen!
10. I also expressed to everyone who cannot be mentioned one by one. I realized that this final project has many weaknesses. Therefore, I will be pleased to accept suggestion and advices to improve this final project report.



ABSTRACT

Elisabeth Clarissa Alvita Murti. 2013. The Strengths of Promotion Strategies in Public Relations of Solo Paragon Lifestyle Mall in Handling Kartini Event. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Solo Paragon Lifestyle Mall for three months in Public Relations. The objectives of this final project report are to know the promotion strategies as Public Relations of Solo Paragon Lifestyle Mall and the strengths of promotion strategies in handling Kartini event by Public Relations of Solo Paragon Lifestyle Mall.

The writer did some jobs during the job training in Public Relations of Solo Paragon Lifestyle Mall such as: clipping news, updating social medias, making press-release, making events and promoting it, etc. The writer had a chance to make a Kartini event. There were some strategies to promote the event such as: mass media, banner, poster, and internet.

The writer had a chance to make a Kartini event. There were some strategies to promote the event such as: mass media, banner, poster, and internet

The writer had a chance to make a Kartini event. Then, the writer found the strengths of promoting strategies in handling Kartini event. They are solid team, right moment, and good public responds.

Hopefully, this final project report can be a reference for the readers, the Public Relations of Solo Paragon Lifestyle Mall in improving good image and those who are interested in Public Relations.

TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF SUPERVISOR	ii
APPROVAL OF THE BOARD OF EXAMINERS	iii
MOTTO	iv
DEDICATION	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
ABSTRACT.....	ix
TABLE OF CONTENTS.....	x
CHAPTER I: INTRODUCTION	1
A. Background	1
B. Objectives.....	3
C. Benefits	3
D. Methodology	4
CHAPTER II: LITERATURE REVIEW	5
A. The Definitions of Public Relations.....	5

B. The Activities of Public Relations	6
C. The Promotion Strategy	8
D. Definition of Mall	9
CHAPTER III: DISCUSSION.....	11
A. General Descriptions of Solo Paragon Lifestyle Mall	11
1. History of Solo Paragon Lifestyle Mall	11
2. Vision of Solo Paragon Lifestyle Mall.....	12
3. Missions of Solo Paragon Lifestyle Mall.....	12
B. Public Relations in Marketing Communication Division.....	13
C. The Writer's Activities During the Job Training	13
D. Promotion Strategies of Public Relations of Solo Paragon Lifestyle Mall	17
E. The Strengths of Promotion Strategies in Public Relations of Solo Paragon Lifestyle Mall.....	20
CHAPTER IV: CONCLUSION AND SUGGESTION.....	24
A. Conclusion	24
B. Suggestion.....	26
BIBLIOGRAPHY	
APPENDICES	